

BRAND GUIDELINES

Logo identity and application system

AXIOM·ARISE
RECRUITMENT & TALENT SOLUTIONS

01 MASTER LOGO

Attached artwork is the controlling visual reference



The primary logo shown above is traced directly from the attached approved artwork. Do not redraw, retype, stretch, crop, rotate, recolour, or replace any letter, the teal square, or the descriptor.

Locked characteristics

- Custom AXIOM ARISE wordmark
- Teal matching-point square
- RECRUITMENT & TALENT SOLUTIONS descriptor
- Original spacing and horizontal proportions

02 COLOUR SYSTEM

Production values and nearest Pantone references



Axiom Charcoal

HEX #23262B

RGB 35 / 38 / 43

CMYK 19 / 12 / 0 / 83

Pantone Black 6 C - nearest



Axiom Teal

HEX #04BCAA

RGB 4 / 188 / 170

CMYK 98 / 0 / 10 / 26

Pantone 3265 C - nearest



White

HEX #FFFFFF

RGB 255 / 255 / 255

CMYK 0 / 0 / 0 / 0

Paper / process white

Pantone values are nearest visual matches derived from the supplied raster reference. Confirm with a physical coated/uncoated swatch and printer proof before mass production.

03 TYPOGRAPHY

Custom logo artwork plus supporting brand type

Montserrat

Recommended supporting family for web, print and office communication

HEADLINES / MONTSERRAT BOLD

Clear recruitment communication that earns trust.

Body copy: Montserrat Regular or Medium. Use sentence case. Keep line length controlled.

Important: logo lettering is not a font

AXIOM ARISE is custom artwork. Never recreate it by typing a similar font. Always place one of the supplied vector or raster master files. The descriptor is also part of the locked logo artwork.

04 CLEAR SPACE & SIZE

Protect recognition and legibility



AXIOM  ARISE
RECRUITMENT & TALENT SOLUTIONS

Minimum clear space: at least the height of the teal square on every side

Digital minimum	320 px wide for the full lockup
Print minimum	55 mm wide for the full lockup
Small uses	Do not remove the descriptor; use a larger placement instead
Background	Use white or clean, high-contrast fields only

05 APPROVED VARIATIONS

Use only supplied files

Primary full colour



AXIOM[■]ARISE
RECRUITMENT & TALENT SOLUTIONS

The logo is displayed on a light blue rectangular background. The word "AXIOM" is in a bold, sans-serif font, followed by a small teal square, and then "ARISE" in the same font. Below this, the tagline "RECRUITMENT & TALENT SOLUTIONS" is written in a smaller, all-caps, sans-serif font.

Black / monochrome



AXIOM[■]ARISE
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White reverse



AXIOM[■]ARISE
RECRUITMENT & TALENT SOLUTIONS

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06 USAGE RULES

Preserve the approved identity

DO

- Use original proportions
- Use supplied master files
- Keep generous clear space
- Maintain strong contrast

DON'T

- Do not stretch or compress
- Do not change or move the teal square
- Do not retype the wordmark
- Do not add shadows, outlines or effects
- Do not place on busy photography
- Do not crop or rotate the lockup

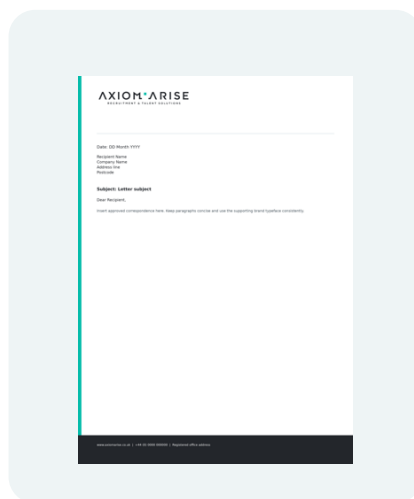
For social profiles and narrow spaces, use the supplied square composition. It contains the same approved full logo; no alternate monogram or newly invented symbol has been introduced.

07 APPLICATION PREVIEWS

Social media and stationery system



Business card



Letterhead



DL envelope

Contact details in stationery templates are editable placeholders. Replace them with verified legal company details before printing or publishing.

One approved logo. One consistent identity.

Always return to the attached master artwork and supplied production files.